SAMSUNG mobile

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"number one in brand loyalty ten years in a row"

Samsung mobile phones have been rated number one in brand loyalty by consumers ten years in a row, according to Brand Keys, a leading independent authority on brand loyalty.

Printed on FSC and SFI certified papers with at least 10% post consumer waste.

Samsung Telecommunications America
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* Many of the services and features described herein are network dependent and may require additional subscription and/or usage charges. Not all features are available for purchase or use in all areas. Other conditions and restrictions apply. See carrier for more information. All usage and standby times are approximate. Battery performance depends on network configuration, signal strength, operating temperature, features selected, and voice, data, and other application usage patterns. Internet content/ services designed for mobile devices.

** The Samsung Showcase™ supports Bluetooth Profiles for wireless headsets (mono/stereo), hands-free, object push (vCard and vCalendar only), phone book access, A2DP, AVRCP, GAVDP, and AVDTP. Accessories sold separately.

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Secondary Features

- Intuitive Interface
- Full DLNA Support
- 5.0 Megapixel Camera and Camcorder with auto focus & LED Flash
- Integrated Google Mobile Services
- Text-to-Speech
- Wi-Fi (802.11b/g/n)
- Bluetooth® Wireless Technology 3.0
- Google Maps™
- Write and Go
- Supports Flash Player 10.1

Technical Specifications

- Frequency: CDMA 800/1900
- Processor speed: 1GHz
- Dimensions: 4.92" x 2.53" x .39"
- Weight: 4.16 ounces
- Display: Super AMOLED™; 480x800 pixels
- Operating System: Android 2.2 (Froyo)
- Battery: 1500mAh Li-ion standard battery
- Usage Time: 420 minutes (7 Hours)
- Standby Time: 312 hours (13 Days)

Memory

- Internal Memory: 2GB
- 512MB ROM
- 384MB RAM
- Up to 32GB expandable memory
- 16GB MicroSD Card included

Note: Actual available memory may be less.

Call Management & Features

- Voicemail*
- Pause Dialing
- Call List
- Phone Number Storage, Retrieval and Dialing
- Caller ID*
- Call Forwarding*
- Call Waiting*
- Three-Way Calling*
- Call Timers

What's in the box?

- Samsung Showcase™ Handset
- Standard Battery
- Travel Adaptor/USB Cable
- 16GB microSD™ card
- User Guide CD
- Quickstart Guide
- Headset

Accessories

Order at 1-800-SAMSUNG or www.samsung.com/accessories

Detachable Car Charger

Car Kit

Bluetooth® Headset

Earpiece	1
Volume key	2
Touch screen	3
Camera lens	4
Camera flash	5
Speaker	6
Menu key	7
Home key	8
Back key	9
Search key	10
Power key	11

selling points

- Super AMOLED™ Touch Screen with 4.0" Display
- Android™ 2.2 Platform
- Google Mobile™ Services
- Multimedia Entertainment

selling features

- Wireless Modem Service
- Full HTML Browser with Pinch Zoom
- Swype

Samsung Showcase™

a GALAXY S™ phone

information guide

https://training.samsungtelecom.com
Password: division

Qualify the Customer

I am excited about the latest and greatest technology. I want a phone that allows me to send picture messages, surf the web, access social networking sites and download applications.

Supported Services

- text messaging
- picture messaging
- video messaging
- instant messaging (IM)
- mobile email (POP3/IMAP4)
- corporate email (Exchange)
- html web
- GPS navigation
- social networking
- expandable memory

*Not all services and features are available everywhere. Rate plans are subject to change without notice at the discretion of the carrier. See your service provider for the most current options.

Why Samsung?

About Samsung Telecommunications America

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit www.samsungwireless.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US $116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

Demonstrate

Zooming in on Images in the Browser and Gallery

The Android™ 2.2 platform enables users to pinch-to-zoom in on any image or page in the browser or gallery. For example, go to **Applications > Gallery**. Select a photo. Use the thumb and forefinger to pinch in and out of the screen.

Feeds and updates

The Feeds & Updates widget syncs multiple Social Networking Site accounts together. This is a default widget on one of your home screens. Touch the **Feeds and Updates** widget to select the social networking application of your choice among Facebook, Twitter and MySpace. After downloading and signing in to the social networking application, when you go to the Feeds & Updates widget, you'll see all the latest updates from your friends, comment on their status or create your own status — all in one spot.

Swype®

Swype enables users to enter text more quickly. Instead of tapping each key, users trace a path through the letters of a word – basically connecting the dots – but the dots are the letters of the word.

To turn on the Swype keyboard:
Touch and hold any text field, then select **Swype, Samsung** or **Android keyboard** from the Select Input Method menu.

Note: Android is the default keyboard.

To set up Swype settings:
Go to **Settings > Language & keyboard > Swype**.
The Swype settings menu appears. Scroll down the menu and place a checkmark beside each of the preferred options:

- Word prediction
- Audio feedback
- Vibrate on keypress
- Enable tip indicator
- Auto-spacing
- Auto-capitalization

Choose operational preferences, and then use the corresponding sliding bar to set:

- Display trace (how long the trace should remain visible)
- Word choice window (how often the user wants word choice windows displayed)
- Speed vs. accuracy (how quickly Swype responds to input)

After going through the list and making all of the selections, the user can go through a quick tutorial to practice Swype input. Scroll down to the Help section and touch **Tutorial**, or for other questions, touch **Swype Help**.

FAQs

Q: What is Write & Go and how do customers us it?

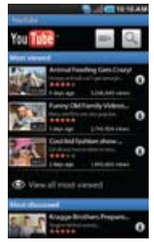
A: Write & Go is an app that allows you to first type a message then decide what to do with it. You can send it as a text or email, update status on all your social networking sites, or save it as a memo or in your calendar.

Q: How do I download an application on the phone?

A: Go to **Applications > Market**. When you open Android Market for the first time, read the terms of service and touch **Accept** to continue. Navigate to the desired application. Users can open the application details screen to find out more information. Touch **Install** if the app is free or **Buy** to purchase. When the app has downloaded, you will see the app icon in the Applications Menu. Touch the installed application to open and use.

Note: You must have Google account in order to access the Market.

Q: How can I upload and view a YouTube™ video?



A: To upload a video to YouTube, open the YouTube application, sign in to YouTube, and then go to **Menu > Upload**. Select the desired video already on the phone by touching the thumbnail image. When viewing a YouTube video, press **HQ button**. Notice the bright, crisp clarity difference on your Super AMOLED display!

Q: How do I use DLNA?

A: To use DLNA, your device and DLNA player must be connected to the same Wi-Fi network. Go to **Applications > AllShare**, or access it from the Share option in the Photo menu. Select from the choices available — you can play the file from your phone on another player, play a file from a server on the phone, or play the file from a server onto another player using the phone as a remote. Touch the type of file to be played — Videos, Sounds, or Images. If you choose **Videos**, a list of videos stored on the phone will appear on the screen. Touch the video or videos you want to play to place a checkmark beside them, and select **Add to Playlist**. Now, select a media device on which to play the clip, and follow the prompts.

Tips & Tricks

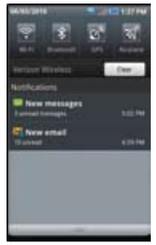
Tip #1: Camera Mode

When using the 5.0 megapixel camera with auto or finger focus and LED flash, you can keep it in the camera mode to prevent accidentally pressing buttons or switching applications by pressing the power key when you are in this mode. This is supported in the camera mode until you press the power key again. This will happen in the camcorder mode as well.

Tip #2: Multitasking and Switching Between Applications

The Samsung Showcase™ enables users to multitask and switch between applications without closing them. To switch between applications, touch and hold the **Home** key. A box showing all open apps appears. Touch the desired app to switch.

Tip #3: Accessing the Notification panel



To access the Notification panel, place finger on the top of the phone's screen in the gray bar and sweep down. The screen will show notifications, such as new emails and messages, Wi-Fi and Bluetooth status, and application download status. Swipe back up the screen to close. Wi-Fi, Bluetooth, GPS and Airplane mode can be turned on from the status bar.

Tip #4: Spanish Language Settings

Users can change the phone screens and menus to display Spanish text by opening the Applications tab and then selecting **Settings > Language & keyboard > Select locale > Español**.

Tip #5: Setting up Shortcuts

Users can customize shortcuts and add widgets to their various Home screens for easy access. To customize shortcuts:
Touch the **Menu** key. Touch **Add > Shortcuts**.
A list of available shortcuts will appear:

- Applications
- Bookmark
- Contact
- Direct Dial
- Direct Message
- Gmail Label
- Settings

Make the selection, and it will then appear on the current Home screen. Users can also drag and drop icons from the Applications menu, and place them as widgets on the Home screens for one-touch access. Touch the **Applications** icon to open the Applications menu. Select the menu item to appear on the Home screen. For example, touch and hold **Music Player**. The icon will immediately appear on the Home screen as a Music Player Widget. To delete it from the Home screen, touch and hold the widget, and then drag it to the trash can at the bottom of the screen.

Note: Widgets and shortcuts will only appear if there is room to add a widget or shortcut on the selected home screen.